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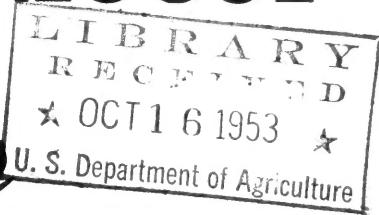
1953-1954 SPECIALIST'S

WHOLESALE CATALOGUE

Fuchsias

Geraniums

Pelargoniums



BLACK MAGIC
1954 FUCHSIA INTRODUCTION. SEE PAGE 4

SCHMIDT NURSERY

355 LAMBERT AVENUE

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PALO ALTO, CALIFORNIA

Palo Alto Phone DAvenport 2-4501

... before ordering

please read these TERMS OF SALE

Orders for all stock offered in this Wholesale Catalogue are being booked now. All orders are promptly confirmed, but are accepted subject to cancellation in case of crop failures and other conditions beyond our control.

No orders shipped that total less than \$5.00. NOT LESS THAN FIVE PLANTS OF A VARIETY AT WHOLESALE PRICES.

This catalogue cancels all previous issues.

We do not sell rooted or unrooted cuttings, but only well grown and established plants in pots.

Our terms are cash with order, unless you make other arrangements with us AT THE TIME YOU ORDER, for payment at delivery date.

All prices F.O.B. Palo Alto. No charge for packing.

Since Railway Express rates are so high, we suggest shipment by Parcel Post and Special Handling. However, if you want us to ship to you by Railway Express, please so indicate on your order.

We are NOT responsible for the safe arrival of plants after they have been accepted in good order by the carrier. CLAIMS FOR DAMAGE IN TRANSIT (broken plants, delay in delivery, etc.) SHOULD BE FILED WITH THE CARRIER ON DELIVERY.

Orders will be shipped when plants are ready and, depending on the stock, that will be in late winter or early spring. However, please **indicate on your order when you would like to have the plants** and we will let you know at once what we can do.

All stock is labeled, true to name as given in this catalogue.

We **never substitute** if sold out of a variety you have ordered and so suggest you PLEASE GIVE A SECOND CHOICE WHENEVER POSSIBLE.

For years we have successfully shipped to distant places. Many thousands of plants—expertly packed—left our nursery and safely reached customers in many states, as far from Palo Alto as Maine and Florida, also Canada, the Canal Zone, the Territory of Hawaii, New Zealand, Germany and South Africa.

... about ordering Early



The demand for our specialties, particularly fuchsias, continues to increase yearly and so we always seem to be short of stock.

Last season we were sold out of most items in less than three weeks after our wholesale catalogue was mailed out. This year, again, we expect to be sold out of Pelargoniums and other items **in less than one month** after this catalogue reaches you. Since our production is so limited, we urge you to order as soon as possible after you receive this catalogue. This is not high-pressure business but a statement of fact—each year the late orders are out of luck. Each year we mail back many orders that arrive too late.

This does **not** apply to the new 1954 Fuchsia Introductions. We keep "open book" for them and hope to be able to supply orders throughout the season.

Visitors Please Note: We are CLOSED MONDAYS and on the following holidays: New Year, Easter, Memorial Day, July 4th, Thanksgiving and Christmas.

We are OPEN ALL OTHER DAYS, INCLUDING SUNDAYS, from 8 a.m. to 5 p.m.

FUCHSIAS

Please note that our fuchsias offered at wholesale are well-rooted plants grown in 2½" pots (Not 2" or 2¼" pots, but 2½" pots). It costs us more in time, materials and space to raise and ship 2½" stock, but it pays. When they reach you, our 2½" pot plants are ready for 4" or larger pots. They are stronger, better grown plants that come along faster and sell earlier.

Our fuchsia plants are clean. No cyclamen mites, two-spotted mites, red spider mites, white flies, mealy bugs or other bugs on the stock we ship. We use the latest specific insecticides, properly applied. This refers not only to fuchsias, but to other plants listed here—all from 2½" pots and all clean stock.

1954 INTRODUCTIONS

For 1954 Mr. and Mrs. Raymond Hodges of Pacific Grove have again appointed us as their exclusive wholesale grower and distributor and we are, of course, equally pleased to be able to exclusively offer the new fuchsias of Mr. Horace M. Tiret of San Francisco.

Merle and Ray Hodges raise their new seedling fuchsias in their famous Pacific Grove Fuchsia Gardens, from where have originated such fine varieties as Oregon Trail, Merle Hodges, Purple Sage, South Pacific, Royal Flush, Citation, Yankee-Doodle, and others.

Horace Tiret is, of course, well known for his originations of former years, such as Rubeo, Bouffant, Swingtime, Bewitched, Enchanted, Streamliner, Lace Petticoats; not to forget his new ones of the 1953 season we mention just two—Coronation and Voodoo.

Evans & Reeves and Walker & Jones fuchsias have been listed in our catalogues for years. However, this is the first year we have been given the privilege of helping them to bring out their first year introductions.

A new name in the fuchsia field is Mrs. Carl Rasmussen, who discovered "Green 'n Gold," a sport of Glendale.

Wherever fuchsias are grown, some of them are bound to be Reiter originations. Every year since 1937 many now famous varieties have come from his La Rochette Nursery in San Francisco. In fact, California fuchsias and the name Reiter are so closely linked that it is entirely needless to introduce Victor Reiter, Jr., to our customers. So it is with great pleasure that we announce joint introduction with La Rochette Nursery of the new 1954 Reiter originations, listed below. You may order them all from us—we are growing our own plants of the 1954 Reiter fuchsias.

The new seedlings are listed alphabetically. Price schedule is at end of descriptions, page 5.

AFTERCLOW (Reiter)—Originator's description: This is a bushy plant of medium vigor with arching branches and with quantities of double flowers in the light flame colorings. The medium sized flowers open from cream colored buds that unfold into frilly, double, powder-puff flowers of unfading pale flame (HCC 23/2). The tube and recurved sepals are creamy, the sepals coloring pale rose with maturity, but the puffy airy petals holding their same pale flame coloring throughout their life. One of the most delicately attractive fuchsias we have ever offered; an extension of the pastel tones into pale salmons. The combination of flame and cream give a warmth to the flower which connoisseurs will appreciate.

BETSY ROSS (Walker & Jones) Trade Mark Reg.—Double corolla a rich blue-violet. Small tube and outside base of upturned white sepals deep flesh color, inside sepals blush, tipped pale green. Low branching habit, good foliage and small-to-medium sized flowers produced in great abundance make this variety an ideal pot plant. 37½c.

BLACK MAGIC (Hodges)—Pictured on Front Cover. Double corolla of wide-spreading curled and twisted petals, in color much like that of Purple Sage, but deeper. Broad recurved sepals deepest red. Foliage and growth typical of the Hodges varieties such as Purple Sage. Black Magic produces an abundance of good-sized flowers, hanging well out of the branches.

BLUE PETTICOAT (Evans & Reeves)—Double corolla a beautiful silvery lilac-lavender. Tube and sepals white, inside sepals palest blush. Corolla color turns to a pleasing orchid pink as the flower matures. Excellent as a hanger of restrained growth, with good foliage and many medium sized flowers of pastel colors.

BOUDOIR (Reiter)—Originator's description: A bushy plant with large flowers of the daintiest coloring; the double flowers of neat puffy shape have creamy, starry sepals and double petals of pale Bishop's Violet (HCC 34/3—34/2) which fade gracefully with age to pale Orchid Purple (HCC 31/2—31/3). In the intimate rose and blue coloring of the Gray Lady type this fuchsia, Boudoir, is bluer and more starry.

GAY PAREE (Tiret)—Winner of First Prize, double fuchsia seedlings, at the 1953 San Francisco Flower Show. Double corolla with center petals purplish and some variegation, outside petals phlox pink with some purplish splashes. Broad, upturned, green-tipped sepals white, flushed pale carmine on outside; inside of sepals soft carmine pink. Needs warmth for best flower development, but not too much direct sun. Early and continuous bloomer with good sized flowers on somewhat pendant branches, indicating showy display as a hanger.

GREEN 'N GOLD (Discovered by Mrs. Carl Rasmussen, San Francisco)—This is a highly variegated sport of fuchsia Glendale. More pendant, but otherwise the same habit of growth and masses of small flowers as Glendale. Leaves are deep and light green, cream and gold, with a reddish flush on the young leaves. Will stand full sun in the fog belt, a lot of sun elsewhere. Try it in a basket for novel effect.

LILIBET (Hodges)—Double corolla soft rose, flushed geranium lake. Prominent central petals and shorter outside ones form the large corolla. Long tube and outside base of recurved and spiraling white sepals flushed pale carmine. Beautiful long-pointed, green-tipped buds. Strong pendant grower, with many very large and showy flowers, best displayed as a hanger.

MISS FRILLS (Tiret)—Double corolla of many spreading and scalloped petals, soft orchid lilac under cool (fog belt) conditions, more blue infusion in warmer sections. Tube and upturned sepals rose pink. Bushy grower, deep green foliage, free bloomer.

POTENTATE (Reiter)—Originator's description: An all purpose arching grower, suitable as a climber or for hanging pots, with huge flowers of the Rubeo type. The long stemmed buds are Rose Madder (HCC 23/1) tapering to pale Rose Madder at the tips. The open flowers have long tubes, long recurved sepals of Rose Madder and the double petalage is a blend of deep Rose Madder and Crimson. The general effect of the flower is one of warmth and fullness. Recommended as a climber, pillar or standard. With adequate pinching it should make a showy hanger. Good, easy, arresting.

RED CAP (Hodges)—Large single flaring corolla of a showy cerise rose, with a flush of orange at the darker petal edges. Thick tube and sepals bright red. Best used as a hanger, where the many wide-open flowers are displayed to great advantage. Here's a new color in hangers that will really brighten up the patio.

SOPHIA (Tiret)—Double corolla dubonnet purple. Tube and long sepals waxy white, sepals flushed palest carmine on inside. Strong, willowy, upright grower with deep green leaves, producing many large flowers throughout the season.

THE INDIAN (Reiter)—Originator's description: A strong willowy-branched semi-trailer with long double flowers of large size. The great white buds open into white tubed and sepalled flowers of dark crimson (HCC 22/1) which remains bright to the very last. The clean cut bicolor flowers with their beautifully recurved white sepals surrounding the central mass of crimson petals is perhaps the most brilliant effect yet obtained in a fuchsia flower. A good grower and an arresting plant.

TUMBLING WATERS (Reiter)—Originator's description: A double flowered "purple" trailing variety. The double flowers are medium to large with well reflexed sepals of dark crimson (HCC 22/0) on the outside and light crimson inside. The double petalage is well placed in a frilly puff with an over-all coloring of Cyclamen Purple (HCC 30/1). A true Cascade type trailer in the big purples with good growth and handsome flowers. An addition to the hanging varieties that was long needed.

WEE ONE (Tiret)—Double corolla and inside of sepals a lovely soft pink. Tube and outside of sepals slightly paler. Broad sepals turn up pagoda fashion and lend a perky appearance to the small-to-medium sized flowers. Strong willowy upright grower, exceptionally good foliage, and continuous bloom. Heat resistant. One of Horace Tiret's finest introductions.

YONDER BLUE (Tiret)—Double globular corolla, a most attractive shade of deep blue. Broad upturned sepals rose red. Large flowers freely produced on vigorous, upright plant with good foliage. Outstanding for distinctive coloring of the well-shaped corolla.

Please note that we cannot accept your order for any of the above described non-patented 1954 Fuchsia Introductions unless your order is accompanied by a signed Propagating Agreement. For your convenience a copy of it, printed on yellow paper, has been inserted in this catalogue.

We hope to have a good stock of 1954 Fuchsia Introductions on hand throughout the season, but strongly advise early ordering if you want early delivery.

WHOLESALE PRICES for Afterglow, Black Magic, Blue Petticoat, Boudoir, Gay Paree, Green 'n Gold, Lilibet, Miss Frills, Potentate, Red Cap, Sophia, The Indian, Tumbling Waters, Wee One and Yonder Blue. Strong plants grown in 2½" pots:

5 plants of one variety.....	each 45c
10 plants of one variety.....	each 40c
25 or more of one variety.....	each 35c

Established **minimum RETAIL PRICE** for Afterglow, Black Magic, Boudoir, Gay Paree, Green 'n Gold, Lilibet, Miss Frills, Potentate, Red Cap, Sophia, The Indian, Tumbling Waters, Wee One and Yonder Blue, **for the entire year of 1954** is 75c each for plants in 3" pots or smaller containers, \$1.00 each for 4" pots or large containers.

GENERAL COLLECTION OF FUCHSIAS

INCLUDING 1953 INTRODUCTIONS

Upright growing varieties listed below. Hanging-pot or trailing fuchsias listed as a group on pages 10-12.

Please note that whenever the term "heat-tolerant" is used in a description, it does **not** mean that the particular variety may be planted in full sun. It may stand full sun in the fog belt, but must be planted, as are other fuchsias, in part shade in the warmer sections—then the flowers will be tolerant to hot weather.

AUNT JULIANA—Sport of Uncle Jules with large double orchid lavender corolla and red upturned sepals. More willowy in growth than Uncle Jules, excellent as a hanger. Fine, very large flowers—one of the best sellers. **17½c.**

BERNADETTE—Double corolla deep blue, sepals pale rose to red. Upright bushy grower with medium sized flowers in a beautiful deep-blue tone. **17½c.**

BRIDESMAID (Patented)—Double corolla lilac-orchid, broad recurving sepals white, phlox pink on underside. Strong, medium high, bushy grower, with a profusion of large double flowers. **35c.**

Minimum retail price for 1954 is **75c** each for plants in 3" pots or smaller containers, **\$1.00** each for plants in 4" pots or larger containers.

You may propagate your own Bridesmaid in 1954—please read how to go about it, on the yellow sheet enclosed in this catalogue. Patent labels of Bridesmaid available from us at **10c** each.

BUNKER BOY—Double corolla of long fluted geranium lake petals. Thick waxy tube and long, broad sepals white, flushed palest carmine. Strong upright grower with large flowers. Excellent in the warmer sections. **20c.**

CATHY MILLER—A 1953 introduction. This fine sport of Bolero is more willowy in growth, abundant in bloom, and the corolla is a pleasing soft orchid. Tube and short, broad, upturned sepals bright red. A fine large-flowered fuchsia. Very effective as a hanger. **20c.**

CHANG—Single brilliant orange, flesh sepals flushed red. Strong upright grower, free bloomer. Good seller. **17½c.**

CHECKERBOARD—Single corolla deep cerise-rose, orange undertone. Long tube pale carmine, long-pointed narrow up-curved sepals pure white. Heat resistant. **20c.**

CHINA DOLL—Double white corolla and large red sepals. A strong upright grower with many large flowers. **20c.**

CITATION—A 1953 introduction. Single corolla of four broad white petals, opening to wide-open saucer form. Tube and upturned sepals light to rose pink. Bushy, upright grower, deep green foliage, noted for abundance of good sized flowers. Blooms well even in small pots. Considered tops in white, open fuchsias. **20c.**

CORONATION (Patented)—A 1953 introduction. Double corolla a distinctive shade of rosy-raspberry. Tube and long, narrow sepals waxy white, sepals flushed soft pink on underside. Tall, upright willowy grower. Early bloomer with large flowers. **35c.**

Minimum retail price for 1954 is **75c** each for plants in 3" pots or smaller containers, **\$1.00** each for plants in 4" pots or larger containers.

You may propagate your own Coronation in 1954—please read how to go about it, on the yellow sheet enclosed in this catalogue. Patent labels of Coronation available from us at **10c** each.

CORPUS CHRISTI—A 1953 introduction. Double corolla soft lilac lavender, overlaid flesh pink at petal base. Tube and upturned sepals rose red. Upright grower with large flowers. **20c.**

COUNTESS OF ABERDEEN—Single waxy white to palest pink. Compact growing and one of the most admired smaller fuchsias. **20c.**

COVER GIRL—A 1953 introduction. Semi-double corolla deep silvery blue, near-white at base of petals. Upturned sepals rose pink. Medium sized flower on bushy, medium high, upright grower. **20c.**

CRINOLINE—Double corolla soft rose pink, tube and sepals waxy white. Tall upright grower with small thick leaves, free blooming. Stands our warmer climate quite well. **20c.**

CROWN JEWEL (Schmidt)—A 1953 introduction. Double widespread ruffled corolla an attractive glowing rose. Greenish tube and long, broad, white sepals that are faintly blushed. Tall, willowy grower with large flowers that reach extra size in the cooler sections. Blooms freely for such a large fuchsia. Sold out early in 1953—get in your order for '54 now. **25c.**

DAINTY DAMOSEL—A 1953 introduction. Semi-double corolla cobalt violet to mallow purple. Short tube flesh, spreading sepals white. Upright bushy grower, free bloomer. **20c.**

DON PERALTA—Very large flower, usually semi-double corolla, with a long tube and long spreading sepals. Coloring much like the variety Anna. Vigorous growing fuchsia, specially for the warmer sections. **17½c.**

DOROTHY LOUISE—Double corolla medium orchid pink, short sepals pink. Medium-large flowers freely produced on willowy upright grower. Early bloomer and one of the best pinks. **20c.**

DR. JULES WELCH—Double blue-violet, outer petals all pink or marbled; short, broad sepals deep pink. Vigorous, medium high, bushy grower with good sized flowers. Stands considerable heat, even sun, in warmer sections. **17½c.**

DU BARRY (Patented)—Double corolla changes from purple to fuchsia, with smaller outside petals heavily marbled with flesh pink. Tube and broad, reflexed, sepals softest pink. Strong willowy grower with leathery leaves and large flowers of distinct coloring. **35c.**

Minimum retail price for 1954 is **75c** each for plants in 3" pots or smaller containers, **\$1.00** each for plants in 4" pots or larger containers.

You can propagate your own Du Barry in 1954—please read how to go about it, on the yellow sheet enclosed in this catalogue. Patent labels of Du Barry available from us at **10c** each.

ELKHORN—Large double orchid pink, veined rose, petals scalloped. Upturned sepals crimson. Strong upright grower. **17½c.**

ENCHANTED (Patented)—Large double corolla campanula blue, outer petals overlaid with fuchsia pink. The many smaller petals are attached to the broad base of the rose-red sepals and so spread out horizontally, encircling the large pendant center petals. Willowy grower, freely producing exceptionally large flowers of unique style. Wonderful in a hanging basket. **35c.**

Minimum retail price for 1954 is **75c** each for plants in 3" pots or smaller containers, **\$1.00** each for plants in 4" pots or larger containers.

You can propagate your own plants of Enchanted in 1954—please read how to go about it, on the yellow sheet enclosed in this catalogue. Patent labels of Enchanted available from us at **10c** each.

FANTASY—Semi-double corolla, petals with pale center, deepening to purple-blue at edges, smaller outer petals heavily overlaid pink. Open spreading flower with

pink and green-tipped sepals. Branching, upright grower, free flowering. Different. **20c.**

FLUORESCENT (Trade Mark Reg.)—Long semi-double corolla soft lilac orchid, short tube and long, broad sepals white, faintly marked pink. Willowy upright grower, may be used for baskets. One of the more distinctive fuchsias. By arrangement with the originators we grow our own plants of Fluorescent. **37½c** each.

FLYING CLOUD (Patented)—Semi-double to double white, slight pink flush at base of petals, tube and long spreading sepals white, tipped green. Good grower, even outside the fog belt, but needs a cool location. Easily flowered in pots—a good seller. Under license with the patentee we grow our own plants of Flying Cloud. **35c.**

Minimum retail price for 1954 is **75c** each for plants in 3" pots or smaller containers, **\$1.00** each for plants in 4" pots or larger containers.

FRENCHI—A 1953 introduction. Large fluffy double corolla orchid lavender. Tube and outside of sepals flesh, inside of sepals of crepe texture and phlox pink. Upright, medium high, bushy grower. Free blooming with good sized flowers. **20c.**

GAY SENORITA (Schmidt) — Single bell-shaped corolla lilac, flushed rose, long sepals rose red. Large flower, very free flowering. Popular variety. **17½c.**

GENERAL IKE—Double corolla deep violet purple, splashed geranium lake at petal base. Tube and long upturned sepals shiny deep crimson. Strong willowy grower with large flowers. **20c.**

GOLDEN DAWN—Single corolla delicate orange, shaded fuchsia color. Sepals light salmon. Upright, spreading growth. **20c.**

GRAY LADY—Large double corolla pale greyish blue, upright rosy white sepals. Upright grower with large flowers of delicate coloring. Very fine. **20c.**

GYPSY PRINCE—A 1953 introduction. This excellent sport of Gypsy Queen has all the desirable qualities of growth, large flowers and free blooming habits of the parent variety, but Gypsy Prince has a corolla of deep violet purple. Tube and broad upturned sepals are bright red. Be sure to try this newest member of the Gypsy tribe. **20c.**

GYPSY QUEEN—Double rosy mauve, sepals deep red. Upright grower with enormous flowers. Can't be surpassed—tops everywhere. **17½c.**

HIS EXCELLENCY—Large double rich blue-violet corolla, short tube and long sepals white. One of the best of the new fuchsias, with large flowers of dramatic color contrasts. The finest flower in this group. **20c.**

HOLLYDALE—Double cattleya orchid, rosy sepals. Bushy grower, free blooming. One of the very best, specially for pots. **17½c.**

INNOCENCE—Double or semi-double white corolla, short pale carmine tube and long, broad white sepals, blushed on underside. Branching grower producing a succession of good sized flowers. Blooms early and continuously. **20c.**

IXL—Single or semi-double corolla white, long upturned sepals pale rose. Upright or try as basket. **20c.**

JOAN LESLIE—A recent importation from England. Double rich royal purple corolla; tube and broad, upturned sepals deep red. Upright, bushy grower, good foliage, medium-large flowers freely produced. Heat tolerant. **20c.**

JUBILEE—A 1953 introduction. Double corolla bright rose, tube and long upturned sepals white. Upright grower with an abundance of showy flowers. **20c.**

JUPITER—Single flaring corolla deepest violet. Short tube and recurved sepals deep crimson. Upright grower. Unsurpassed for constant perfection of flowers. **17½c.**

KEYSTONE—Long single corolla soft orchid pink, tube and long, slender, wide-spread sepals pale pink. Medium, spreading grower, very free flowering. Heat tolerant. Early to bloom and altogether one of the best fuchsias. **20c.**

LA BIANCA—Propagation no longer controlled as the Patent Pending was withdrawn. Single all-white. New low price **20c** each.

LACE PETTICOATS (Patent pending)—Double wide-spread corolla white, tube and broad sepals white. Inside of sepals and petals are faintly blushed, in warmer sections shot with pink, enhancing an otherwise all-white large double fuchsia. Upright, willowy grower. Quite heat tolerant and especially fine in the cooler regions. **35c.**

Minimum retail price for 1954 is **75c** each for plants in 3" pots or smaller containers, **\$1.00** each for plants in 4" pots or larger containers.

You may propagate your own Lace Petticoats in 1954—please read how to go about it, on the yellow sheet enclosed in this catalogue. Patent labels of Lace Petticoats are available from us at **10c** each.

LADY ANN—A 1953 introduction. Double spreading corolla formed of many curled petals, opening purplish-blue, with outer petals marbled phlox pink. Short tube and broad, spreading sepals are white, sepals faintly blushed on underside. Strong, bushy, upright grower with fine foliage, free blooming. Particularly fine form and color in the cooler sections. **20c.**

LORD BYRON—Single corolla almost black, scarlet sepals. Bushy plant, free blooming. One of the best for pots. **17½c.**

LUCKY STRIKE—Double blue and purple, splashed flesh pink, sepals pink. Strong bushy growth, free flowering. One of the most striking and popular. **17½c.**

LULU BELLE—A 1953 introduction. Double spreading corolla white, pink veining near petal base. Tube and upturned sepals rose. Short upright growth, free blooming, good for pot culture. **20c.**

MEL NEWFIELD—A 1953 introduction. Double corolla deep violet purple, lilac line bordering each petal, geranium lake splashes at petal base. Tube and recurved sepals bright red. Willowy upright grower, early bloomer with large flowers. Good in the warmer sections. **20c.**

MOONLIGHT—A 1953 introduction. Double corolla palest blush; tube and upturned green-tipped sepals white, flushed palest carmine. Strong branching grower (try in basket), good foliage, free blooming. Beautiful large pastel fuchsia. **20c.**

MRS. W. P. WOOD—Similar in all respects to *F. magellanica Molinae (macrostema alba)* except the flowers are larger. Hardy, does well in the warm sections, very free flowering. **17½c.**

OLD SMOKY (Schmidt)—Double corolla old rose with a smoky cast, tube and out-spread sepals flesh, underside of sepals pink. Upright grower with pendant branches, useful as a hanger, too. Large flowers freely produced. Novel coloring distinguishes Old Smoky from all other fuchsias. From all reports nurseries were sold out early in 1953 and there will be a big demand for Old Smoky in 1954. Be sure to order a good supply now. **20c.**

OREGON TRAIL—Single hoop-skirt corolla opens to flat saucer-shape (best during cool months), light amparo-purple, veined rose red. Upturned sepals crimson. Moderate upright grower, early and very free blooming. **17½c.**

PARTY FROCK (Trade Mark Reg.)—A 1953 introduction. Semi-double corolla lavender blue, splashed with phlox pink on outer petals. Tube and long, upturned sepals rose pink. Upright grower with large flowers. By arrangement with the originators we grow our own plants of Party Frock. **37½c.**

PATTY EVANS—Double white, sepals white, tinted soft rose or pink. Vigorous, large flowers, blooms freely. Absolutely tops everywhere. **17½c.**

PEPPERMINT STICK—Double, royal purple center petals, outer petals light rose with purple edge. Broad upturned sepals carmine rose. Good grower, large spreading flowers. **20c.**

PETITE—A 1953 introduction. Double corolla lavender with mauve undertone, flesh pink at petal base. Tube and broad upturned sepals flushed palest carmine on outside, phlox pink on inside. Strong, upright, bushy grower, good foliage, fair sized flowers. **20c.**

POLAR SEA—A 1953 introduction. Double corolla dark imperial purple, near-white at petal base. Tube and long, broad sepals white. In the fog belt Polar Sea is larger and more intense than His Excellency. Give it a try in the warmer sections. **20c.**

REVERIE—Double spreading corolla soft lilac-pink, tube and sepals flesh pink, underside of upturned sepals phlox pink. Upright bushy grower, small leaves. Heat-tolerant. One of Victor Reiter's finest fuchsias. **20c.**

ROSE OF DENMARK—Single lustrous rose pink, recurved sepals white. Medium sized flowers, blooms freely. One of the loveliest. **20c.**

ROYAL FLUSH—Single corolla royal purple, tube and upturned sepals deep red. Medium large flowers with corolla opening flat, even "bending backwards" to do so. Medium upright grower, dark green foliage, profusion of bloom. One of the Hodges' best fuchsias. **20c.**

RUBEO—Double corolla rose to crimson and geranium lake, sepals pale carmine. Strong grower, large flowers, good color and substance. This is one of the best of all fuchsias—tops in any climate. **17½c.**

RUFUS—Single, self-colored turkey red. Strong upright, bushy grower, just covered with medium sized, bright red flowers. Hardy and heat-resistant. **20c.**

SAN LEANDRO—Double, fuchsin to vermillion, tube and sepals carmine. Upright grower; large flowers don't mind heat. This variety is one of the best big doubles. **17½c.**

SAN LUIS OBISPO (Trade Mark Reg.)—Double spreading corolla white with palest blush, carmine veining and flush at petal base; petal edges curled and serrated. Tube and broad sepals deep carmine. Strong upright grower, good foliage, with many very large flowers. One of Harry G. Nelson's showiest fuchsias. Be sure to try it. **35c.**

SANTA MARIA—Double spreading corolla white, heavily veined red throughout and splashed red on outer petals. Tube and broad sepals deepest red. Upright grower with leathery leaves, free flowering. Heat resistant. Another very good introduction by Harry G. Nelson of Shell Beach. **20c.**

SEA SHELL—Double corolla palest shell pink, shorter outer petals flushed deeper pink. Tube and outside of sepals waxy white, underside of sepals phlox pink. Upright, bushy grower, very free flowering. A lovely fuchsia. **20c.**

SEVENTEEN—Double corolla and long, thick sepals rose madder. Wonderful substance, clear rose shade, free blooming. Victor Reiter's masterpiece—one of the finest fuchsias ever introduced. **17½c.**

SILVER QUEEN—A 1953 introduction. Semi-double corolla soft lilac lavender, flesh pink at petal base. Tube and sepals rose pink. Low, bushy grower, early bloomer. **20c.**

SILVIA—Semi-double corolla purest white, upturned sepals light pink. Tall grower, very free flowering. Heat tolerant. **20c.**

SNOWBALL—Large double white corolla, tube and broad, upturned sepals white, slightly flushed pink at base of sepals and base of tube. Upright grower, large leaves, with the largest of all "all-white" flowers. Best under cool growing conditions. **20c.**

SOUTH GATE—Double corolla pale pink, upturned sepals medium pink, tipped green. Vigorous, spreading bush with a profusion of medium large flowers. Blooms early and is one of the top pink fuchsias. We recommend it highly. **20c.**

SPRING SHOWER—A 1953 introduction. Semi-double long-petaled white corolla. Tube and upturned sepals flesh, underside of sepals soft phlox pink. Tall upright, branching grower, noted for the superabundance of medium-large flowers. This variety blooms early, even in small pots. A fairly large plant is a shower of soft pink-and-white flowers. **20c.**

SUNRAY—Leaves silvery white, green, cream and yellow, new leaves and stems of colorful rosy hue. Beautiful foliage effect. **25c.**

SUSAN—Double lilac blue, tube and sepals ivory and soft pink. Low, bushy grower. Large flowers of beautiful coloring. Very early bloomer, good pot plant. **17½c.**

SWEET SIXTEEN—Double pink corolla, pink sepals. Good grower useful as espalier or try as hanger. **20c.**

THE ARISTOCRAT—A 1953 introduction. Double spreading corolla white, painted pink on outer petals. Tube and broad upturned sepals washed pale carmine on outside, pink on inside. Strong, upright, medium high grower. Free blooming, large flowers. **20c.**

TITANIC—Double deep purple, carmine at base, sepals red. Upright, free blooming for such a very large flower. Highly recommended. **17½c.**

TRIUMPHANT—Semi-double spreading corolla amethyst violet, sepals red. Tall, strong grower. Showy variety. **17½c.**

TUTU—Large double corolla orchid lavender, tube and broad sepals white, phlox pink on underside. Stocky, upright grower with lush foliage and very large flowers. **20c.**

UNCLE JULES—Double violet blue, sepals crimson. Willow growth. Giant double of fine "blue" coloring. Tops. **17½c.**

VOODOO (Patent pending)—A 1953 introduction. Double corolla darkest of any large double fuchsia—a deep purple-violet. Tube and wide, upturned sepals darkest red. Strong upright grower, large flowers. The popularity of large double red-and-purple fuchsias goes on and on and the richly contrasting deep coloring of Voodoo places it right at the top. **35c.**

Minimum retail price for 1954 is **75c** each for plants in 3" pots or smaller containers, **\$1.00** each for plants in 4" pots or larger containers.

You can propagate your own plants of Voodoo in 1954—please read how to go about it, on the yellow sheet enclosed in this catalogue. Patent labels of Voodoo available from us at **10c** each.

WEDGEWOOD—Double lavender blue, tube and upturned sepals waxy white, underside of sepals faintly blushed. Upright, bushy grower. One of Clem Schnabel's finest. Heat tolerant. **20c.**

WHITEMOST—Single white, sepals light pink. Strong grower, very free blooming. Easy to grow—one of the finest. **17½c.**

ADDITIONAL VARIETIES—The following listing includes some of the best fuchsias in the trade, most of them too well known to warrant description here. All **17½c** each:

Aurora Superba, Clair de Lune, Columbia, Crescendo, Dainty Lady, Display, Erecta, Gartenmeister Bonstedt, G. Monk, Heron, Honeymoon, Joan of Arc, F. magellanica gracilis variegata, Mazda, Melody, Mission Bells, Molinae, Moth Blue, New Fascination, Otherfellow, Pink Balloon, Purple Heart, Reiter's Giant, Schiller, Sequoia, Souv. de H. Henkel, Storm King, Super British, The Chief, Torpilleur, and Treasure. All **17½c** each.

HANGING POT or TRAILING FUCHSIAS

AMAPOLA—Usually semi-double, rose purple; tube and sepals dark pink. Vigorous grower, large flowers. **17½c.**

ANNA—Double, rose madder to carmine; long, broad red sepals. The very large flower is a best seller in all fuchsia growing sections. Heat resistant—absolutely tops. **17½c.**

AUTUMNALE—Highly colored foliage of bronze, orange, yellow and green. Grow in sunnier location, pinch back frequently. Beautiful as a hanger. **20c.**

BEWITCHED (Patented)—Double corolla du-bonnet purple, petals near-white at base. Tube and long, green-tipped sepals white,

WHITE SPIDER—Single white, long twisted sepals white, flushed pink. Spreading grower with good sized flowers. **17½c.**

WHITE WONDER—Double corolla white, broad sepals crimson. Strong upright growth. A Gypsy Queen sport with very large flowers. Highly recommended. **17½c.**

WINSTON CHURCHILL—Double magenta pink, shaded blue, sepals red. Medium bushy, good sized flowers, very free flowering. One of the real top varieties—excellent for pots. **17½c.**

WOOD VIOLET (Schmidt)—Double violet blue, sepals dark red. Medium bushy grower, medium sized flowers, free blooming. Does well south or north. **17½c.**

YANKEE-DOODLE—A 1953 introduction. Single flat corolla white, with irregular elongated blotches and stripes of blue-purple. Short tube and upturned sepals deep red. Medium tall grower, lots of medium sized flowers. Sold out early in 1953. Be sure to order a good supply for 1954. **Special notice:** Yankee-Doodle is a chimera, which means that only red-and-white flowers may be produced by some individual plants. However, the average plant will have both red-and-white and red-and-variegated flowers, with the latter predominating. Since the red-and-white often bloom first, give the plant a chance to bloom for a while and it will most likely produce variegated blooms. For 1954 we are carefully selecting for cuttings only those tips that carry multicolored flowers and so the stock you get for 1954 should show a high percentage of variegated Yankee-Doodle flowers. **25c.**

inside sepals flushed palest pink. Long white buds open into large flowers, produced in abundance. Vigorous grower, lush-green foliage. Dramatic color contrast proved to be a leader in retail sales. **35c.**

Minimum retail price for 1954 is **75c** each for plants in 3" pots or smaller containers, **\$1.00** each for plants in 4" pots or larger containers.

You can propagate your own BEWITCHED in 1954. Please read how to go about it, on the yellow sheet enclosed in this catalogue. Patent labels of BEWITCHED available from us at **10c** each.

BLACK MAGIC—New. Described on page 4.

BLOOMER GIRL—Double pale pink corolla, veined carmine at base, upturned sepals red. A natural trailer with large flowers, free blooming. We consider this to be Miss Waltz's finest introduction. **20c.**

BLOSSOM TIME—Large single on the order of fuchsia Jack Shahan, but of softer coloring. Strong grower with pendant branches and good foliage. Heat resistant and free blooming. **20c.**

BLUE PENDANT—Double pale powder blue, sepals rose pink. Moderate, branching growth, extra early and very free bloomer. Beautiful soft colored flowers that can take a warm climate. **17½c.**

BLUE PETTICOAT—New. Described on page 4.

BOUFFANT—Long single white corolla, lightly veined pink at base; medium tube and large, spreading sepals pink to rose red, depending on exposure. Vigorous, willowy grower, free blooming, large flowers. Very popular. **17½c.**

CARIOCA (Schmidt)—Single spreading corolla with petal edges notched; long green-tipped upturned sepals. Opens with purplish shading to petals, but changes to large flowers of almost self-rose. Heat resistant, strong grower, very free flowering. **20c.**

CASCADE—Single deep carmine, long sepals white, flushed pale carmine. Strong grower, good foliage, large flowers. Universally popular. **17½c.**

CAVALIER—A 1953 introduction. Single corolla rose violet, paler at petal base; long white tube, long narrow twisting sepals pale carmine. Vigorous growth with branches hanging straight down from basket. Large and long flowers. **20c.**

FIRE BIRD—Semi-double corolla deep red, long tube and long recurved sepals bright red. A new hanger with flowers featuring a long corolla. **20c.**

FIRE GLOW (Trade Mark Reg.)—A 1953 introduction by Harry G. Nelson. Double corolla opens purplish, but changes to carmine red with light salmon flush on outer petals. Long tube and long recurved sepals rose. **35c.**

GIANT CASCADE—Between Cascade and Hallowe'en in size and color. Very fine, large-flowered, a true trailer. Recommended. **17½c.**

INCA MAIDEN (Schmidt)—Single violet blue, long narrow reflexed sepals rose pink. Noted for perpetual bloom. Heat resistant—none easier. **17½c.**

LILIBET—New. Described on page 4.

ULLABY—A 1953 introduction. Double corolla warm rose, tube and sepals white. Rather slow, restrained grower, abundance of flowers. The first hanger of this coloring—a very fine flower. **20c.**

MANTILLA—Single corolla, very long tube, and sepals, all deep red. Fine trailer, with bronzy foliage. Specially recommended as it stands more heat than most trailing fuchsias. **17½c.**

MARINKA—Single crimson, red sepals. Reddish stems and leaves. Hardy and easy to grow and most popular. **17½c.**

MERLE HODGES—Double large fluffy corolla soft powder blue, outside petals flushed fuchsia pink. Some of the petals are scalloped. Broad, upturned sepals rosy red. Best in the fog belt, or during cool months in warmer sections. **20c.**

MERRY-GO-ROUND—Double corolla deep petunia purple, overlaid and splashed light salmon on outer petals. Tube and long upturned sepals bright red. **20c.**

MISS CALIFORNIA—Single to semi-double white, light pink veining near base of petals. Tube and broad, long pointed upturned sepals pink. Loves the cool weather. **17½c.**

MRS. RUNDLE—Single light orange, long tube and sepals pale salmon. Strong growth, beautifully shaped large flower. **17½c.**

MRS. VICTOR REITER—Single crimson, long tube and narrow sepals white. Tops in bright color contrast and grace of flower. **17½c.**

PINK BALLET GIRL (Nonpareil)—Semi-double rosy violet-blue, sepals white, flushed pink. Fine grower, good foliage, floriferous. Easy to grow. **17½c.**

PURPLE SAGE—Single saucer-shaped deep purple corolla opens flat, displaying extra long red stamens and pistil. Recurved deep red sepals. Medium grower with dark leaves. Blooms very freely and stands up well in warm sections. **20c.**

RED CAP—New. Described on page 4.

RED SPIDER—Single rose red to crimson, slight violet undertone. Good trailing habit, stands warmer climate. Sheets of flowers with long spreading sepals. Absolutely tops. **17½c.**

SAN FRANCISCO—Single geranium lake, thick tube and long sepals pale carmine. Strong grower. Unsurpassed orange variety, likes the warmer climates. **17½c.**

SAN MATEO—Double, deepest violet, splashed fuchsia pink. Sepals rosy red. Very large informal corolla. One of the most popular giant-flowered hangers. **17½c.**

SAN PABLO—A sport of San Mateo, identical in growth and size of flowers except for its more trailing habit and the orchid color of the corolla, with rose pink sepals. **17½c.**

SNOWFLAKE—Single white bell-shaped corolla, upcurled sepals white. Strong grower with dark green foliage, easy to grow, free blooming. Heat resistant. One of the top sellers for the warmer sections. **20c.**

STREAMLINER (Patent'd)—Everything about this great fuchsia is streamlined—the long slender buds, long thin tube, long semi-double corolla, extra long twisted and curved sepals, and even the strong growth streamlines directly down from the hanging pot. Similar in coloring to "Red Spider," but deeper colored in both corolla and sepals. Streamliner loves the warmer climate and produces sheets of blooms wherever grown. **35c.**

Minimum retail price for 1954 is **75c** each for plants in 3" pots or smaller containers, **\$1.00** each for plants in 4" pots or larger containers.

You can propagate your own STREAM-LINER in 1954. Please read how to go about it, on the yellow sheet enclosed in this catalogue. Patent labels of STREAM-LINER available from us at **10c** each.

SWINGTIME—Double corolla milky white, tube and short, upturned sepals shiny red. Good grower of branching habit, free blooming, with large flowers having a prominent corolla. One of the top hanging basket fuchsias, as Swingtime likes the warmer climate and performs equally well in the cooler sections. **17½c.**

TRAIL BLAZER—Best described as a double "Red Spider" with sepals a little paler in color. A real trailer, with branches hanging directly down the sides of the basket **20c** each.

VAGABOND—A 1953 introduction. Large double corolla cerise red, flushed geranium lake on outer petals. Long, broad, recurved sepals deep red. Very strong grower, large leaves, with enormous flowers. **20c.**

OTHER FUCHSIAS USEFUL FOR HANGING POTS

Described or listed and priced on preceding pages, the following varieties have been grown successfully in hanging baskets, specially those printed in heavy type:

Aunt Juliana, **Aurora Superba**, **Cathy Miller**, **Clair de Lune**, **Columbia**, **Crown Jewel**, **Enchanted**, **Fluorescent**, **Flying Cloud**, **Gay Senorita**, **General Ike**, **His Excellency**, **Lace Petticoats**, **Lucky Strike**, **Moonlight**, **Moth Blue**, **Old Smoky**, **Patty Evans**, **Seventeen**, **South Gate**, **Super British**, **Sweet Sixteen**, **Titanic**, **Uncle Jules**, **Whitemost**, and **White Spider**.



Hanging Fuchsia INCA MAIDEN, Page 11.

LADY WASHINGTON GERANIUMS

Also known as Show, Fancy or Martha Washington Geraniums, and often as just plain Pelargoniums. Botanically *Pelargonium domesticum* varieties.

BABY SNOOKS (Schmidt)—A 1953 introduction. This is a new color in the Pansy Pelargonium class. Lower petals palest orchid pink; top petals same ground color, heavily veined rose-violet, with deep red-black blotch in center, flushed raspberry toward petal edges. Very free flowering. Priced below.

CIRCUS DAY (Schmidt)—A 1952 introduction. Lower petals medium pink, somewhat fluted. Top petals deeper pink, with medium-large velvety brown-black blotch, flushed with salmon. Strong upright grower, noted for the large umbels of very large flowers, held well above the plant. Gay as a Circus Day! Priced below.

CONSPICUOUS—Still one of the top sellers. Shining oxblood or wine red, elongated black spot in lower petals, more veining

and blotch in top petals; waved petals edged with a black hair-line. Large flowers, floriferous. Well named, as *Conspicuous* is one of the showiest and most distinct varieties to be introduced in years. Highly recommended. Priced below.

GRAND SLAM (Schmidt)—Sold out three years in a row. That's what most nurseries report. Grand Slam is rosy red, slight salmon undertone; top petals with velvety red-brown spot, flushed salmon to petal edges. Handsome umbels of large flowers with heavily waved petals. Low, bushy grower, a grand bedding and pot variety. From a European specialist's letter: "Grand Slam is definitely better than Marie Vogel, for years the standard red of European growers." Priced below.

Wholesale Price for Baby Snooks, Circus Day, Conspicuous and Grand Slam, strong 2½" pot plants:

5 plants of one variety, each **60c**; 10 plants of one variety, each **45c**; 25 plants or more of one variety, each **35c**; 100 or more of one variety, each **30c**.

TWO NEW LADY WASHINGTONS

DAWN—This is one of Howard Kerrigan's finest introductions. Outstanding in his exhibits at the Spring Flower Show in Oakland. Dawn has large, soft salmon-pink flowers (with an apricot undertone), near-white at very center, medium sized velvety-maroon blotch in top petals. A rather low, bushy grower with umbels of large flowers. Very showy. Priced below.

WHITE CLOUD (Patent applied for)—The first all-white Lady Washington geranium. Howard Kerrigan's masterpiece. Not only are the large flowers pure white, without any markings, but the plant is especially free blooming. Even small plants bloom well. Restrained in growth, good for pot culture. Under license with the patentee we grow our own plants of White Cloud. Priced below.

Wholesale Prices for DAWN and WHITE CLOUD Strong plants from 2½" pots

5 plants of one variety, each **80c**; 10 plants of one variety, each **60c**; 25 or more of one variety, each **50c**; 100 or more of one variety, each **45c**.

(Established MINIMUM RETAIL prices for Dawn and White Cloud, for 1954:
2½" pot **\$1.00**; 4" pot **\$1.50**; gallon can **\$2.00**.)

DWARF GERANIUMS

Dwarf geraniums are not just low-growing forms of the regular Zonal or Garden geraniums, but are truly dwarfs, with small leaves and small flowers on miniature plants. Fine for window gardening or outdoor pot culture. So uncommon that any nursery handling them will find a ready sale.

BLACK VESUVIUS—Dwarf, with small dark leaves turning almost black-green in full

sun. Fairly large bright-red single flowers over a long period. Grows slowly. **50c** each.

KLEINER LIEBLING (Little Darling)—Dwarf, with small green leaves and small single rose pink flowers, blooms freely. Tallest of the dwarfs, but normally low in pots. **25c** each.

MADAME FOURNIER—Dwarf, much like Black Vesuvius, described above, but faster growing and fine for low borders, as well as pots. Single red flowers. **25c**.

PIGMY—Dwarf, very small light green leaves and small double red flowers. Grows fairly fast, but is the smallest of all geraniums

and blooms very freely. Most difficult of all geraniums to ship any distance, such as to eastern states. **35c** each.

PIXIE—Dwarf, dark leaves and single light salmon-pink flowers. Good grower with foliage turning very dark in full sun. Blooms freely. A gem among dwarfs. **35c** each.

PRIDE—Dwarf, but faster grower than Pixie, with larger leaves and larger flowers of a deeper salmon color. Fine for low borders, as well as pots. **35c** each.

FANCY-LEAVED GERANIUMS

Also known as Colored-leaved, these are forms of the Garden or Zonal Geranium with prominent zonal markings and various colors on the leaves. This is another group overlooked by many nurseries. They are much sought after for window gardening, pot culture or planting outdoors. Much recent magazine and newspaper publicity has further increased the demand for them.

All strong stock grown in **2½" pots**.

ALPHA—Medium size yellow-green leaves with a reddish-brown zone. Low, spreading plant, single red flowers all season. **25c**.

CRYSTAL PALACE GEM—Yellow-green with an irregular green spot in the center of the leaf. Strong grower, single red flowers. **25c**.

DISTINCTION (One-In-A-Ring)—Medium size, light green leaves with very dark zone near edge, leaf edge distinctly ruffled. Foliage deep green with almost black zone when in full sun. Bushy plant, single red flowers. **25c**.

DWARF GOLD LEAF—Not a dwarf, but low and bushy and the best of the Gold-Leaved varieties. Like all yellow-green varieties, color is best in as much sun as they will stand without "burning." Single brilliant red flower. **35c** each.

HAPPY THOUGHT—Green leaves with large irregular, light yellow center. Strong upright grower, single deep red flowers. Easy to grow, good even in part shade. **25c**.

JUBILEE—Yellow-green with a broad red-brown zone, very handsome in a sunny location. Strong upright grower, single salmon on flowers. This is the best of the various Bronze-Leaved varieties. **25c**.

MISS BURDETT COUTTS—Two-toned green center, zoned brown and red, with a creamy yellow border. Single light red flowers. Low, slow, bushy grower, fine for pots. Very colorful if given enough sun to color up well without "burning." **50c** each.

MRS. COX—Green with wide zone of bronze, salmon red and crimson, edged yellow. Strong upright grower, single pink flowers. The most colorful of all Fancy-Leaved geraniums. **50c** each.

MRS. PARKER—Silvery green, bordered white. Easy to grow, with fairly good double pink flowers, very free flowering. **25c**.

SKIES OF ITALY—Green, zoned bronze and splashed red, creamy-yellow edge. Strong grower, stands full sun, single light red flowers. Color brightest on older, pot-bound plants that are given light applications of a complete plant food. This applies to all the Fancy-Leaved geraniums—brightest coloring is on the new growth. **25c**.

WILHELM LANGGUTH (Mrs. Langguth, etc.)
Silvery green, bordered white, with good sized double cherry-red flowers. Strong upright grower. This and Mrs. Parker will do fairly well in part shade. **25c**.

SCENTED-LEAVED GERANIUMS

This group, too, has had a lot of favorable publicity and will be in strong demand. The flowers are not much (with one or two exceptions), but that is more than made up by the interesting leaf shapes and the strong scent emitted when the leaves are rubbed. Fine for pots, or outdoor planting.

Strong **2½" pot plants**, **25c each**, five or more of a variety, any or all varieties: **Clorinda**, **Fair Ellen**, **Lemon**, **Lime**, **Peppermint**, **Pungent Peppermint**, **Nutmeg**, **Rose**, **Strawberry**, **Variegated Prince Rupert**, and **Variegated Rose** geranium.

This is how you, too, can propagate Patented Fuchsias in 1954!

As was the case when roses and other plants were first patented, a good many nurserymen were "dead set agin it" when the first fuchsias were patented.

Most nurserymen know now that the sure money and best protection against chiseling is to be found in a patented variety. The modern nurseryman is glad to see good varieties patented, as that protects him in all stages of marketing a plant and assures a reasonable established profit. We are sure that only the few nurserymen who do not understand how the patent works in their favor are still against it.

In the case of fuchsias it is very simple. Take as an example the variety "Flying Cloud," introduced in 1949 by Victor Reiter, Jr. Plants were available from him during 1949 at 35c each wholesale, to sell at \$1.00 each retail. The next year, 1950, many nurseries in the West propagated their own stock of "Flying Cloud" and merely purchased the patent labels at 10c each from Mr. Reiter. The nurseryman could then sell his own propagated stock at wholesale for 35c each, or at retail at \$1.00 each, provided each individual plant he sold had on one of the patent labels purchased from Victor Reiter, Jr. This continues on, with the originator setting the price per label, the wholesale price and the retail price each succeeding year, during the life of the patent.

→ This, then, works the same way with the eight patented varieties we introduced in 1950, 1951, 1952 and 1953 for the originator, Horace M. Tiret. You may propagate these eight patented varieties, *Bewitched*, *Bridesmaid*, *Coronation*, *Du Barry*, *Enchanted*, *Lace Petticoats*, *Streamliner* and *Voodoo*, in 1954 and sell your own plants at 35c each wholesale to other nurseries and a minimum of 75c each retail for plants in 3" pots or smaller containers, and a minimum of \$1.00 each for plants in 4" pots or larger containers, provided each plant has one of the patent labels furnished by Mr. Tiret. However, in order to avoid confusion and to facilitate sales, we will have the labels for sale for the originator, Mr. Tiret. You do not have to order plants of any kind from us, in order to buy the patent labels. Just mail in your order for so many labels of either *Bewitched*, *Bridesmaid*, *Coronation*, *Du Barry*, *Enchanted*, *Lace Petticoats*, *Streamliner* and *Voodoo* at 10c per label, F.O.B. Palo Alto.

See other side for Propagating Agreement

You can propagate Patented Fuchsias
... see other side of this sheet

AGREEMENT

with the Schmidt Nursery
Covering the New 1954 Fuchsia Introductions

This agreement covers the following 1954 Fuchsia Introductions: *Afterglow, Black Magic, Boudoir, Gay Paree, Green 'n Gold, Lilibet, Miss Frills, Potentate, Red Cap, Sophia, The Indian, Tumbling Waters, Wee One and Yonder Blue.*

Excepting the above named fourteen varieties and all the patented and Trade Mark Reg. varieties listed in this catalogue, there are no propagating restrictions on any of the other varieties listed in this 1953-1954 Wholesale Catalogue.

The undersigned purchaser hereby agrees NOT TO PROPAGATE FOR ANY PURPOSE, wholesale or retail, or sell without the individually furnished copyrighted label bearing the variety name and the name of the originator, any or all plants of above named 1954 Fuchsia Introductions BEFORE JANUARY 1, 1955. The undersigned further agrees not to sell the said variety named fuchsia plants at retail for less than the minimum retail price set forth in this 1953-1954 catalogue on page 5, except as otherwise provided in the Fair Trade Act applicable.

The undersigned purchaser further agrees, that in case he should give away, exchange, or sell for any price, any or all plants of the varieties covered by this agreement and purchased from the Schmidt Nursery, 355 Lambert Avenue, Palo Alto, to any other professional grower or nursery, *he will inform the other professional grower or nursery of the above described Propagating Restrictions* covering the 1954 Fuchsia Introductions in question.

Date _____ Please Print—Name of Nursery _____

Signed by _____ Street or R.F.D. _____

City _____ Zone _____ State _____

SCHMIDT NURSERY

355 Lambert Avenue • Palo Alto, California

DATE _____

AMOUNT ENCLOSED \$_____

NURSERY NAME _____

(Please print plainly)

STREET OR R.F.D.

CITY **ZONE** **STATE**

COUNTY

ZONE STATE

COUNTY _____ SHIPPING ADDRESS, IF DIFFERENT
FROM MAILING ADDRESS:

QUAN.

Please read all of page 2 before ordering

AMOUNT FORWARD

UNUSUAL GERANIUMS

TWO 1953 INTRODUCTIONS

We are pleased to be able to introduce two new colors in the Cactus-Flowered group of geraniums. For years the trade offered the variety Poinsettia, red color. Occasionally Pink Poinsettia was available, rarely the white Noel.

Now we are introducing Morning Star and Southern Cross, two new colors to add to these novelty geraniums. They bloom in small pots and sell readily—be sure to order yours now.

MORNING STAR—About the same size and shape of flower as Noel, but Morning Star is a lovely soft salmon, close to the color of geraniums Emile Zola or Lullaby. Strong grower, leaves zoned, medium sized umbels, free flowering.

SOUTHERN CROSS—Larger flowers and slightly narrower petals than Noel, with large umbels of flowers, the largest of any Cactus-Flowered geranium. Color is a showy salmon-coral, about the same as the famous Fiat geranium. Strong grower, leaves with a deep zone, very free flowering.

Wholesale Prices for MORNING STAR and SOUTHERN CROSS

Strong 2½" pot plants

5 plants of one variety, 85c each
10 plants of one variety, 65c each

25 or more of one variety, 45c each
100 or more of one variety, 40c each

NOEL—Double pure white Cactus-Flowered geranium. Easy to grow, will bloom in small pots. Quite a novelty item. 25c each.

each petal except for the irregular white border. Although not free blooming, the startling color makes it a sure seller. Very rare. 50c each.

CERISE CARNATION—Double cerise-crimson with serrated petal edges. Easy to grow, with medium sized flowers in fairly large umbles, free flowering. 35c.

NEW LIFE—This is a real novelty geranium as no two flowers are alike. Medium-sized single bright red flowers are striped and flecked white, some are all red, or white with a pink eye, or the flower may be part one color and part another. Good grower, fine for pots, very free flowering. 35c.

MR. WREN—Nothing like it among all geraniums! Strong grower, good foliage, with medium-sized single flowers of light red with an irregular white border, widest at top of each petal. Actually the flower color is white, splashed with red over most of

RED ROSEBUD — Very double bright red, miniature rosebuds. 25c.

IVY-LEAF GERANIUMS

Also known as Ivy Geraniums and Trailing Geraniums, botanically as *Pelargonium peltatum* varieties.

With two exceptions we are listing only some of our own originations, including those not generally available in the wholesale trade.

All strong plants from 2½" pots.

BRIDESMAID (Schmidt)—Double, soft orchid or cattleya pink, very large flowers. One of the finest of all ivy geraniums. 25c.

fully double flower, free blooming. Very showy. 25c.

BUTTERFLIES (Schmidt)—Single, deep orchid, top petals veined and marked red. Unusual form. 25c.

JESTER (Schmidt)—Double, orchid pink with small rosy stripes at petal edges. Color varies. Very large flower, exceptionally free blooming. 25c.

CAPRICE (Schmidt)—Semi-double light silvery pink. Top petals with crimson markings. Large flowers, free flowering. 25c.

MADAME MARGOT (syn. L'Elegante)—Single white and faintest lilac. Leaves are light green, with an irregular creamy border which turns rose-mallow under adverse (dry) conditions. Handsome in hanging pots. 25c.

EL GAUCHO (Schmidt)—Double, bright rose cerise, light violet undertone. Top petals marked crimson at base of petals. Large,

(Continued next page)

OLD MEXICO (Schmidt)—Semi-double, rose cerise, slight violet undertone. Large umbels, medium-large flowers, very free flowering. **25c.**

SUNSET—Variegated good sized leaves of light green, yellowish and silvery green. Small single pink flower. **25c.**

THE DUCHESS (Schmidt)—Semi-double white, faint orchid flush, pink lines near petal edges. Large flower, free blooming. **25c.**

VALENCIA (Schmidt) — Semi-double deep pink. Top petals with crimson stripes and round spot. Large flowers, very free flowering. **25c.**

SWEET HELIOTROPE

We offer the large, dark, and fragrant "Black Beauty." Grow it along fast with plenty of water and applications of fertilizer, in a warm, sunny place. It is too slow and weak in a shaded location. Flower fragrance varies with the weather. Good retail seller in 4" pots or large specimen sizes. Strong 2½" pot plants **20c.**

1953-1954 SPECIALIST'S WHOLESALE CATALOGUE

Fuchsias

Geraniums

Pelargoniums

SCHMIDT NURSERY

355 Lambert Avenue

Palo Alto, California

Palo Alto Phone DAvenport 2-4501

Wm. E. Schmidt, originator and grower, twenty-nine years in the nursery business. Member of the American Fuchsia Society, International Geranium and Pelargonium Society, California Horticultural Society, California Association of Nurserymen, American Association of Nurserymen and the American Horticultural Council, Inc.

We are a Pinto Tag Nursery